



MATWATCH

16 Robin Hood Lane Jackson TN 38305

Hotline - 901-664-9246



VOL. 4, NO. 25

JUNE 24-30

HULK NAMED; WILL NOT TESTIFY

HARRISBURG PA---Is it the "ultimate scandal?"

In the June 20 edition of THE NEW YORK TIMES, Hulk Hogan was named along with three earlier-named WWF wrestlers and one from WCW as receiving steroids from Dr. George Zahorian III, an osteopath and urologic surgeon. But Friday, one of 17 counts against Zahorian (which sources say is the one involving Hogan) of alleged distribution or intent to sell steroids and other illegal drugs was dropped.

Zahorian's trial was to begin Monday in U.S. District Court here. Hogan was subpoenaed Thursday to testify but Friday, federal Judge Joseph Caldwell ruled the WWF champion's testimony would be so similar to others named, it would merely "create a media circus" atmosphere.

Zahorian's attorney, William Costopoulos, named Hogan, along with Roddy Piper, Rick Martel, B. Brian Blair and Dan Spivey, as receiving steroids from Zahorian.

No wrestlers will be charged because steroid use was not a federal crime during the alleged Nov. 18, 1988 to March 27, 1990 distribution period. The federal indictment refers to the wrestlers all as "John Doe" with middle initials to match the first letters of their last names.

WKBO-AM in Harrisburg reports only credentialed journalists will be admitted to the trial. The Associated Press quoted an unnamed source as saying Zahorian's trial will "expose the use of steroids in the World Wrestling Federation. The biggest names in the industry are going to be brought into it." WKBO reported Friday WWF owner Vince McMahon "may be called to testify concerning the WWF's drug policy."

Titan Sports issued a terse statement Thursday proclaiming a ban on controlled substances: "We stand by our philosophy of wholesome family entertainment and the positive example we set for youth."

Costopoulos countered: "I don't believe for one second any of those wrestlers are going to scale down (steroid use). Nobody wants to see somebody 5-foot-10, 170 pounds get into the ring."

Sportatorium Becomes "Global Dome"

GLOBAL FINALLY A GO;

TAPING BEGINS FRIDAY

DALLAS----Albeit scaled down from fall plans, Joe Pedicino's Global Wrestling Federation officially launches Friday night amid one of the most grueling television taping schedules in wrestling history.

Barring a last-minute snag, GWF takes over an ESPN and syndicated schedule from Jerry Jarrett's USWA. The Jarrett group was canceled by Andrews Syndication after months of internal disputes between Andrews and Jarrett and pressures over content from ESPN. The deal was settled in principle last Tuesday here and final papers were to be signed Monday. Financing is said to exceed \$1 million from a consortium of Andrews, banks and other private investors.

"No interviews until we actually get off the ground Friday night," said Pedicino. "After more than a year and the number of near-misses we've had, I don't want anything to jinx this one." The Global idea was formed shortly after Pedicino's departure from WCW in February 1990 and encountered delays after original backer Olu Oleyami failed in several efforts to deliver financing. Oleyami is no longer part of the GWF picture.

Pedicino's revised business plan, which is to stay predominantly a TV wrestling and merchandising company, eschewing major arena shows, eliminates the need for financing as large as Oleyami's previously proposed \$25 million. In addition to the ESPN deal, Global inherits a 153-station syndicated lineup in 109 cities. Andrews will assume its own national advertising sales from Action Media Group, former USWA sales rep, which now exclusively handles WCW.

Jarrett could not be reached for comment by MATWATCH but a member of his organization says the loss of Dallas "has been a sore spot with Jerry."

Former USWA host Craig Johnson has agreed to a two-year deal to emcee the primary syndicated show, Global's MAJOR LEAGUE WRESTLING. Pedicino will do color. To fulfill commitments for 20 stations currently carrying USWA MAIN EVENT, Pedicino will revive his old PRO WRESTLING THIS WEEK with a combination of Global, LPWA and Lucha Libre matches.

The new ESPN pact has many outside the Global camp buzzing and puzzled. The first 13-week deal calls for 48 first-run hours on a Monday-through-Thursday basis between July 8 and Sept. 26. Next Monday, three days of shows explaining the USWA-to-Global transition begin. The programming commitment and demands are unprecedented in TV wrestling history and already doubters have surfaced. One insider from WCW, which currently produces two first-run syndicated shows and three fresh TBS hours a week (POWER HOUR now basically a repackaging of syndie matches), questions whether Global can deliver: "You're talking continuity four days a week for three months with all fresh programs. Nobody's ever had to do that to hold an audience on a daily basis. It's going to be tough, at best." But another former booker for three associations says: "It's all in how you look at it. I'd look on it as a great challenge and I'd love to tackle it just because somebody else has said it can't be done."

(Continued on Page 6)



Steve

Beverly

**THIS WEEK'S
HEADLINES**

**SCOTT STEINER OUT
FOR FOUR MONTHS**

BIRMINGHAM---WCW and IWGP world tag team co-champion Scott Steiner will miss an estimated four months of action after surgery for a torn bicep muscle.

Noted orthopedic surgeon Dr. James Andrews performed the operation Monday here. WCW chief Jim Herd told MATWATCH, "It was a nasty rip and we'll just have to live with the fact that Scott won't be able to compete until around October."

Steiner is already out of the hospital. Initial plans are for him to be at ringside while his brother Rick competes as a single, mostly against Dick Slater or Dick Murdoch during the GREAT AMERICAN BASH.

At deadline, no decision had been made on whether the Steiners would have to surrender the world belts to tournaments. "I guess you can say the trend continues," Herd said, referring to the latest in a long string of WCW injuries.

**HERD SAYS WCW
FIRM BEHIND DUSTY**

ATLANTA---WCW executive vice president Jim Herd says Dusty Rhodes "has a firm, binding two-year contract as talent coordinator" and there's "no reason to panic" about recent ratings drops.

Until a rally the weekend of June 15-16 (see RATINGS RAP, page 6), the Saturday WORLD CHAMPIONSHIP WRESTLING had failed to break a 2.0 rating four out of nine weeks.

"I don't believe people lose their creative abilities overnight," said Herd. "And Saturday, from FISHING (WITH ORLANDO WILSON) to wrestling, one million homes tuned in. I think that shows there's plenty of interest in what we're doing."

**MATWATCH
SUBSCRIPTIONS**

(U.S./CANADA) \$6 for 5 issues, \$12 for 11 issues, \$18 for 16 issues. (PLEASE NOTE RATES).

(OVERSEAS) \$9 for 5 issues, \$18 for 11 issues, \$27 for 16 issues.

(GIFT OFFER) You receive ONE bonus issue for every 5-issue gift set of MATWATCH you give to someone other than yourself.

**ABSOLUTELY NO ORDERS ABOVE
16 ISSUES ACCEPTED**

CHECK, CASH or MONEY ORDER to: MATWATCH, 16 ROBIN HOOD LANE, JACKSON TN 38305.

Final Profile

EDDIE'S IWF: NO SHOCK

My good friends, Columbus, Ga., newspaper columnist Richard Hyatt and news anchor Sam Hall and I often have pondered, "what if?...", in the case of Eddie Mansfield in the last six years.

What if Eddie had not told the world the inside secrets of pro wrestling on ABC's 20/20 in 1985? What if wrestling's popularity had come crashing down in the wake, instead of soaring for two more years? What if Eddie had hit paydirt with a planned book and movie on his whistleblowing experiences?

The fact that Mansfield's new International Wrestling Federation launched with a hot start weekend before last at Universal Studios in Orlando was no surprise to me. Somehow, I always had a feeling Eddie would reassociate with the mat, if no other reason than the man is utterly fearless. If you could do what he did in the mid-1980s and survive, little deters you.

Sam has stayed in closer touch with Eddie than have I or Richard. Few know Hall is the reporter who stirred the first pot of Eddie's 1985 exploits. ABC didn't become intrigued in Eddie demonstrating blading, matchworking and blowing the lid off promoters' tactics until Hall's award-winning five-part series for WTVN aired. If anything, Sam's series (minus David Schultz's slap of ABC's John Stossel) packed a stronger punch than the 20/20 piece.

Not until Hyatt, who'd done his own column on Eddie, related the identity of Eddie's parents to me did I realize my own connection to Mansfield. His aunt and uncle, Guy and Kate Harbuck, were long-time members of my former church. My father, a minister, had recently returned to lead a revival and shared a meal with Eddie and his relatives. Daddy said Eddie was a character. Eddie had apparently just split from his then-wife and the meal was interrupted by a phone call from the woman's father threatening Eddie in order to get his return. Daddy---a great storyteller---cajoled Eddie, not an avid churchgoer, into attending the services and, sure enough, he showed.

I was then news director of WWAY-TV in Wilmington, N.C. and decided to do my own series, right in the heart of Jim Crockett Country. I called Eddie and when I told him who my father was, he said, "Oh, yeah. Brother Beverly. I like him. A fine man...funny man. He's the only man to get me to go to church in years." We struck a good chord and Eddie began to talk.

He related many stories you're familiar with and some I could not tell you without being sued. He didn't flinch in calling one of the best-known wrestling executives a "@\$!& queer." He named names I could never corroborate as cocaine and steroid users. He told of young wrestlers becoming "stars" ahead of their time in the early '80s in exchange for homosexual favors for a promoter. But the most revealing thoughts came when Eddie said, "I don't have anything against one solitary professional wrestler. I'm glad for them. I'm glad they're making the money some of them are. But the reason they're so defensive is they know it could all end tomorrow and for a lot of them, it's all they know. Plus, the promoters will fire 'em if they don't protect it."

I related Eddie's comments to Crockett's guys. Terry (Magnum T.A.) Allen said: "It's a shame this is all sour grapes from somebody who never could make it when he was wrestling. If he could have made it, why isn't he out here now?" A reporter from WSOC-TV in Charlotte and I told Eddie of Magnum's remarks. Eddie said on-camera: "That's okay. I'm not surprised at Terry saying what he did. He doesn't have any choice. He's a good kid. He did a job for me one time. I'm glad he's making it. But you ought to ask him why his mother, Marion Allen, put a second mortgage on her house so he could pay a guy (Eddie named an amount I could not confirm) named Buzz Sawyer to teach him how to wrestle." We tried and failed to get a response from Magnum.

When I heard Mansfield was launching IWF, I told ARENA REPORT's Ron Lemieux: "The timing is wrong but don't sell him short. If he's doing this at Universal, he may be up to something." Eddie spent a few years in New York studying acting after the 20/20 furor. One only has to spend a few hours with Mansfield to realize this guy is intellectually sharp and a quick study. Hall had told me Eddie has become a student of TV and commercial production.

(Continued on Page 6)

MATWATCH

Page 3

Vol. 4, No. 25/June 24-30

VIDIOTS

June 17-23

SCALE: PINEAPPLE - Must See. PILEDRIVER - Excellent. POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor. PLUS - Midscale rating.

(LPWA) - Misty Blue Simmes d. Nasty Linda; Susan Sexton d. Allison Royal; Bambi/Malaya Hosaka d. Candi Devine/Rusty Thomas; Medusa Miceli d. Nasty Cat; (UNPLANNED ANGLE) Medusa plops whipped cream pie in Joe Pedicino's face; Terri Power/Reggie Bennett double DQ vs. Magnificent Mimi/Denise Storm; (LOUISVILLE SLUGGER) Jim Cornette w. Medusa. RESTHOLD-PLUS.

(USWA/SYN) - [CHALLENGE]: {TX TITLE} Tom Prichard d. Bill Dundee; Eric Embry d. Danny Davis; Chris Candido d. El Grande Pistolero; Jeff Jarrett/Gary Young d. Master Blaster/Tex Sailer; Sweet Georgia Brown d. Miss Madeleine. RESTHOLD-PLUS. [BEST OF CHAMPIONSHIP]: Tony Anthony d. Prichard by DQ when Miss TX runs in but Kim Anthony decks her; (PIPKIN BLDG) Embry/Prichard d. Gilbert Brothers when Miss TX sprays Eddie w. hair spray; Jarrett d. Gary Scott; Carl Stiles d. Chris Frasier; (8-MAN) Gilberts/Dundee/Davis d. Salenger/Candido/Scorpions. RESTHOLD.

(SUNCOAST PRO) - Tito McKenzie d. Pipeline Fever; Beef Wellington d. Lebanese Assassin; (SUNCOAST SOUTHERN TITLE) Nasty Ned Brady vs. Ian Weston (continued next week). NO RATING.

(PRO WRESTLING '91) - Nick Busich d. Johnny Owens; Brodie Chase d. Vortex; (LPWA) Bad, Black & Beautiful d. Cheryl Day/Alma Alvarez; (CLASSIC/UWF) Terry Taylor/Chris Adams d. Wild Bill Irwin/The Viking; Billy Black d. Mike Servich; Scotty the Body d. Fabian when Van Hammer trips Fabian. Chris Walker tries to save but Hammer clotheslines Chris, military presses Fabian. Scotty takes Hammer away. RESTHOLD-PLUS.

(AWA: LOOKING BACK) - (1983) Greg Gagne/Jim Brunzell d. Jerry Blackwell/Sheik Adnan al-Kaissie by DQ; (1982) Hulk Hogan d. Jesse Ventura by countout; (1985) Fabulous Ones/The Crusher d. Road Warriors/Paul Ellering. DRAW-PLUS.

(IWCCW) - Mondo Kleen d. Al Phillips; Madison Brothers d. Georgia Guerrillas; Ray Oddysey d. Tazmaniac; (REPLAY/IWCCW TITLE) Tony Atlas d. Vic Steamboat to regain belt. BOMB-PLUS.

(WWF/USA) - [PRIME TIME]: {GUEST HOST: Gene Okerlund}; Davey Boy Smith d. Paul Roma; (SPECIAL REPORT) Hogan-Slaughter feud; (SKETCH) Jamieson on stretcher w. "nurse" Terri; Undertaker d. Scott Bazo; (GUESTS) Jimmy Snuka, Roddy Piper; Jim Duggan d. Black Knight; (SKETCH) "Virgilina" slaps Bobby Heenan for crashing ladies room to try to prove "she's" Virgil; Ted DiBiase d. Ludden; Hart draw vs. Mountie; (FUNERAL PARLOR) Curt Hennig intros Coach John Tolos; (6-MAN) Earthquake/Nasty Boys d. Tugboat/Bushwhackers when Tug turns, becomes Typhoon; (GUESTS) 'Quake/Jimmy Hart/Typhoon; (WBF REPORT) Gary Strydom wins WBF title; (FEATURE) Sean Mooney finds Snuka practicing superfly-ing on hotel bed; Jake Roberts d. Mark Ming; Warlord d. Larry Williams; (FINALE) As one cam shows Virgilina in dressing room and Heenan thinks he's about to prove Virgil is she, Virg sneaks up on Brain & chases him from studio. BOMB-PLUS.

(AAWF) - Mr. Wrestling III d. Mercenary by DQ; Moondog Spot d. Ricky Douglas; Georgia Renegade d. Jimmy Fargo. BOMB-PLUS.

(UIW) - Warpig d. Corey Roberts; A.J. Fritzoid d. Harley Watkins; Golden Phoenix d. Max Thrasher by DQ when Max tosses Kevin Casey's powder in Golden's eyes; (SEG) UIW g.m. Dennis Roberts won't let Ed Zohn in locker room to interview Golden;

Kerry Davis d. Black Ranger; (MONSTER MINUTE) Johnny Lawler; Sledgehammer McGill d. The Surgeon by DQ when Morgas the Maniac runs in. Mr. Bojangles tries to save but heels work over Bo/Sledge w. chairs. RESTHOLD.

(WWF/SYN) - [CHALLENGE]: Kerry Von Erich d. Dale Wolfe; Mountie d. Matthew Burns; Bret Hart d. Black Knight; Berserker d. Stephan DeLeon; (VIDEO) Sid Justice; (VIDEO) WBF Report; Sgt. Slaughter d. Larry Ludden; Virgil d. Lou Spiccoli. BOMB-PLUS. [SUPERSTARS]: Roberts d. Ming; (UPDATE) Tugboat turn on Bushwhackers; Beverly Brothers d. Terry Schiller/Bobby Jones; Smith d. Bill Lucas; I.R. Schyster d. Jim Colher; (FUNERAL PARLOR) Big Bossman on Mountie; Greg Valentine d. Billy Gatlin; Undertaker d. Scott Bazo; (WBF REPORT). RESTHOLD.

(USWA/WMC) - [PIPKIN BLDG.] Jerry Lawler d. Leatherface, then 3-min. match w. Embry ends in draw. Eddie Marlin says he's signed Lawler-Embry for TV; (STUDIO) Embry, on crutches, says Prichard will sub. When Jerry turns back, Eric decks him w. crutch. Lawler d. Embry by countout when Eric runs to locker room; Rob Zabowski/Davis d. Candido/Dong Cha Mang. Rob rejects bid to turn heel, so Embry decks him. Lawler saves & chases Eric again; Judge Dread/Samu d. Brian Collins/Ken Rap-er; (ANGLE) Embry comes out again, Dave Brown asks him to leave, Marlin comes out & Eric decks Eddie, lifts Michael St. John by lapels. Lawler chases Embry again. Marlin fires Embry but Lawler talks Marlin into one more match vs. Eric at Pipkin; (ANGLE) Lawler comes out to protect announcers; Anthony/Dundee no contest vs. Prichard/Stiles when Kim Anthony runs in to stop Miss TX from powdering Tony. DRAW.

(WCW/SYN) - [WCW PRO]: Curtis Hughes d. Rob Morgan; (CONTROL CENTER/all WCW shows) Sting-Koloff, Paul E.-Missy feuds; Diamond Stud d. Ian Weston; Blackblood d. Johnny Meadows; Lex Luger d. Carl Nelson; Dick Murdoch/Dick Slater d. Larry Santo/Scott Sandlin; (LARRY'S LEGENDS) York Foundation; Dustin Rhodes d. Gene Spurllock; Bobby Eaton d. Hacksaw Higgins but Jeannie Clarke runs in & plants one on Bobby after; (FEATURE/all WCW shows) Desperados Bart & Dutch try to free Deadeye Dick from jail but Dick locks them in. BOMB-PLUS. [WORLD WIDE]: P.N. News d. Nelson; (REPLAY/CLASH) Hardliners attack Steiners; Steve Austin d. Sandlin; Johnny B. Badd d. Santo; Stud d. Keith Hart; Blackblood d. John Peterson; (WCW 6-MAN TITLE) Freebirds/Badstreet d. Tommy Rich/Junkyard Dog to win belts; Hardliners d. Greg Sawyer/Jim Boss. BOMB.

(WCW/TBS) - [POWER HOUR]: Big Josh d. Sawyer; Rhodes d. Bob Cook; Nikita Koloff d. Dave Johnson; (WNN) Sting-Koloff saga; P.N.W. d. Tim Frye; Angel of Death/Dan Spivey d. Hart/Santo; (WCW TV TITLE) Eaton d. Arn Anderson by DQ to retain belt when Flair runs in, whips, chokes Bobby w. belt. RESTHOLD-PLUS. [WORLD CHAMPIONSHIP]: Steve Austin d. Sam Houston; (CLASH XV) Morton turn on Gibson; Hughes d. Joey Maggs; (RERUN) Tom Zenk d. Randy Barber; (ANGLE) Dallas Page/Stud insult Tom, Tom slaps Page, Stud decks Zenk, both shred Tom's suit; Sting d. Cook; Rick Steiner d. Slater by DQ when Murdoch chairs Rick until Josh saves w. axhandle; El Gigante d. J.D. Wolf but Kevin Sullivan/One-Man Gang run in & Gang 747s El. DRAW. [MAIN EVENT]: (From WCW PRO) Eaton-Higgins, Blackblood-Head-ows, Luger-Nelson; Josh/Rhodes d. Badstreet/Michael Hayes by DQ. RESTHOLD-PLUS.

LINE OF THE WEEK

1. Scott Hudson, WVEU, on Robert Fuller plastic bag angle: "Outside of the wrestling world, these guys would have been arrested and charged with attempted murder." 2. Joe Pedicino/Jim Cornette, LPWA, on Chris Love: (JP) "The Queen looks like a cross between Roseanne Barr & Tammy Faye Bakker." (JC) "Come on, you're just trying to get a LINE OF THE WEEK and you know it!" 3. Scotty the Body, PW'91, after Curtis Thompson turn: "Good work, young man! Please join me in the heel dressing room." 4. Cornette, LPWA, on Laughlin NV: "This place makes Mayberry seem like a think tank." 5. Roddy Piper, PTW, on Sherri Martel: "Frankenstein missing bolts in her neck." 6. Bobby Heenan, PTW, on Vince McMahon's absence: "He's having a hair weave. He's having an implant in those blowup muscle suits he wears." 7. Cornette, LPWA: "Reggie Bennett's been handled more than a golf club." 8. Jerry Lawler, WMC: "The first time I saw Miss Texas, I reached down to pet her cat and realized it was the hair on her leg." 9. Lawler, WMC, on Miss TX: "Last time I saw legs like that, they had a message tied to 'em." 10. Cornette, LPWA, on Team America: "They're as exciting as watching a senior citizen wrinkle up." 11. Paul E. Dangerously, PH, on P.N.M.: "He jumps off the top rope near and far; he'll be in the back seat of Missy's car." 12. Jamieson, PTW, on injury: "They had to take out part of my colon. Now I have a semicolon." 13. Gene Okerlund/Heenan, PTW, on Brain's sweatshirt: (GO) "Yale...is that a university?" (BH) "No, it's a lock company." 14. Heenan, PTW, on Jimmy Snuka: "This fugitive from a garage sale." 15. Pedicino/Cornette, LPWA: (JP) "We had a suggestion to call Bambi and Hosaka the Southern Pacific Connection." (JC) "Real good, Joe. Sounds like a railroad." 16. Cornette, LPWA, on Mexican surfboard hold: "The reason it doesn't look like an American surfboard is: how many surfers do you know in Mexico?" 17. Heenan, PTW, on being accused of stealing Snuka's beads: "I've been worked over by Moms Mabley. I don't have time to worry about any beads." 18. Ed Zohn, UIW, on Sonny Steele: "I wonder if he has a part-time job inspecting in-soles for Dr. Scholl." 19. Piper, WWF-SU, on Tolos: "You could write on the back of a postage stamp what that guy knows about coaching." 20. Heenan, PTW, on Jamieson falling into dumpster: "Three people could have been killed. That's where the Rosattis usually eat." 21. Zohn, UIW, on Fritzoid/Rotten: "If there were a World Series of Pearl Harbors, it would be between those two." 22. Rob Zabowski, WMC, to Embry: "I wouldn't spit on you if you were on fire." 23. Boni Blackstone, WVEU, on Samuel F. Kent's body: "...that old leather handbag." 24. Gene Gassaway/Kent, WVEU: (GG) "You know how to talk to an answering machine, don't you, Sam? (SPK) "Oh, I talk to a machine (Boni) every week." 25. Cornette, LPWA: "Alma Alvarez has a stripe down her back that looks like she's crawled under the border." 26. Dallas Page, WCN, on Tom Zenk's suit: "It looks like the blue-light special at K-Mart was on constant rotation." 27. Lance Russell, WCN PRO, on York Foundation: "They must grow up taking hockey pills." 28. Gordon Solie, WWW, on J.B. Badd: "He sat down on Santo's adominus erecti." 29. Skip Caray, AT-LANTA BRAVES: "If you were watching wrestling before us, the guy who jumped in on El Gigante wasn't (Braves coach) Leo (Mazzone)....I don't think."

SAY WHAT??? - Hulk Hogan, WWF, Omni promo: "I wanna warn all my little Hulksters on the way to the Omni: make sure

Sgt. Slaughter doesn't taint your Diet Coke with some hallucinogenic napalm that came from South Korea."

STRONGEST COMMENTS - 1. Steven DeTruth, WVEU: "P.N. News will be something one day when he finally finds the downbeat." 2. Piper, PTW, on Heenan: "This guy's got more problems than the Kennedys." 3. DeTruth, WVEU, on Sid Vicious/Justice: "If I lost as many matches in WCN as you did, Sidney, I guess I'd leave, too." 4. Cornette, LPWA, on Team America: "If that's the shape we're in, I'm surprised we're not all Communist."

QUESTIONS OF THE WEEK - 1. Lawler, WMC, on Miss Texas: "Is that her face or did her neck throw up?" 2. John Tolos, PTW: "Did you know the New York Giants wanted me to coach their team?" 3. DeTruth, WVEU, on plastic bag angle: "Why can't you guys use good, honest wrestling tactics...like chairs, tables, iron posts, women's shoes and green mist?" 4. DeTruth, WVEU: "You want me to do POINT/COUNTERPOINT in a cage? Who do you think I am? The Sheik? Abdullah the Butcher?"

A-MEN AWARD - Dave Brown, WMC, on Embry: "We've seen enough of you. I don't like you."

NICKNAMES OF THE WEEK - 1. THE HARD-LUCK KID (Zohn on Corey Roberts). 2. THE ROSEANNE BARR OF THE LPWA (Pedicino on Queen Chris Love). 3. ERICA (Lawler on Embry).

BEST PICTURES - 1. LPWA, Medusa smashing Pedicino w. cream pie. 2. PTW, Virgilina kissing Gene O's head. 3. UIW, Sonny Steele elbowing Corey Roberts outside ring. 4. LPWA, Susan Sexton tossing Reggie Bennett over the top. 5. WVEU, POINT/COUNTERPOINT in cage. 6. WMC, Embry lifting St. John.

BEST FEATURE - WWF, WWF Championship highlights, even if the self-indulgent hype was a bit strong.

WORST FEATURE - PTW, Mooney-Snuka hotel sequence.

ALL-CLICHE TEAM - 1. Okerlund, PTW: "...bitten off more than he can chew." 2. Zohn, PTW: "...peas in a pod." 3. Pedicino, LPWA: "...look through rose-colored glasses." 4. Michael St. John, USWA: "...adding insult to injury."

BLOOPER AWARDS - 1. Zohn, UIW Riviera Beach Rumble: "The following is a 45-minute match with no time limit." 2. Cornette, LPWA: "The jewelry was sold to the queen at a very SEDUCED rate." 3. P.N.M., PH, getting badly off the rap beat.

BOO AWARD - Embry, WMC: Eric's been inflicted enough on us to make us long for the BULL DROP INN, even with Jason Hervey.

EDDIE SAYS BYE TO MEMPHIS

MEMPHIS---Former USWA Memphis booker Eddie Gilbert has left the promotion after 13 months. Gilbert told current booker Eric Embry of his decision Sunday afternoon.

Gilbert told MATWATCH he would go into specifics later but said, "Let's just say I've been 'tested' the last few weeks and Eric and I just don't see eye-to-eye about things. I've decided to take a little time off and decide what to do."

In recent weeks, Gilbert has been wrestling lower on the Memphis cards but the former NWA U.S. tag team co-champion has been disenchanted with the overall creative direction and declining crowds on the USWA circuit. Gilbert was expected to contact WCN Monday and said he wouldn't rule out an association with the new Global federation.

TRIAL COVERAGE: The steroid trial in Harrisburg will be big news this week. Irv Muchnick was scheduled for a mat steroid piece in *THE VILLAGE VOICE* Monday and *THE WRESTLING OBSERVER*'s Dave Meltzer was being considered for a story in *SPORTS ILLUSTRATED*.

HERD'S RESPONSE: Since WCW's Dan Spivey is skedded to testify, I asked Jim Herd for a response: "I believe people are oblivious to it. We have always looked on it as we have alcohol abuse. We don't test for it. We're dealing with professional adults. We don't test for alcohol either. The steroid...to align it with alcohol isn't quite correct. It's a hidden abuse, later in life...a delayed deal."

FROM HORSEMEN TO PATRIOTS: Dusty has always liked 4-man groups. How about The Four Patriots? Yep. Here they are: Curtis Thompson as The Firebreaker, weightlifter Bill Kaszmeier as The Policeman, Todd Champion as The Private and Per Whatley as The Mailman.

WBF POLLIES: It was a glitzy production but stories of 15,000 attending the WBF show at the Taj Majal are a farce (4,200 attended, 2,300 paid). A money-loser but lots of hype.

THE AFTERMATH: Now the explosion is erupting because the outcome (surprise!) was predetermined. Joe Weider's competing bodybuilding group was allegedly meeting last weekend with Arnold Schwarzenegger to discuss ways of exposing the WBF farce.

THE FUTURE: For one, I just don't see where Vince's muscle shows are going without a TV contract. The only thing I see he can do is develop a half-hour body show or maybe specials and tie them to a deal for stations to keep *SUPERSTARS*. But would you watch guys flex for 30 minutes a week?

IWF DEBUT: Eddie Mansfield's new group debuts on the following regional cable nets July 5: Florida's Sunshine Network, Prime Cable and Home Sports Entertainment. Cassie Yde is trying to line up local TV syndication.

IWF REGULARS: We'd been given some fuzzy info about IWF on the machine last week. Mondo Kleen is the IWF champion, The Heartbreakers (including Tim Parker) are the tag champs and TV champ Cliff Anderson is ex-perennial PWF jobber Cliff Sheets.

OTHER REGS: The Terminator (Marc Laurinidas), Master Blaster (Al Greene), Lou Perez, Repo Man (Ned Brady), Randy Rhodes (former Rocky Mountain regular), Chubby Mo Cool (a P.W. News-like rapper), The Caribbean Kid, Rick Diamond, Thunder and Lightning and the Bad Boys are other IWF starters.

MARKETING IWF: Mansfield is thinking. He's trademarked his IWF name and will soon start a 900 line.

SLIM IN CHICAGO: Saturday night's WCW at the UIC Pavillion drew only 1,300 (believed under 1,000 paid), perhaps the lowest crowd ever in Chicago. A Ric Flair-El Gigante match ended in El being counted out while clawing Ric, the shortest (5:38) Flair main event ever in Chi-Town.

BUILDING RATINGS?: Saturday's *WORLD WIDE* had 9:51 worth of matches in the hour. The longest was P.W. News' 2:17 win. I ask you: is this the way to build ratings?

NEXT WEEK: We'll have a 12-page double issue to allow me to rest the week of July 4. Doctors still telling us to take it easy. Hopefully, we'll have lots of stuff.

BIRMINGHAM FIASCO: Herd addressed the TV taping disaster which only drew 300 or so fans in Birmingham: "For one thing, it's the wrong building and there's no way to address that place (Boutwell Auditorium) for TV. The mistake was made and that's all there is to it."

ON THE NUMBERS: WCW's ratings rally is on page 6. But as for a steady Saturday comeback, Herd said: "It's gonna take some kind of intrigue to jar the fan's imagination. We may be working too far ahead of the wave to be taping shows now for the end of July and not be able to change our storylines."

AND ONE MORE THING: Herd reiterated WCW won't copy current ratings leader *PRIME TIME WRESTLING*. "There is a niche market for people who like amoral stuff," said Herd. "There are folks who like to see Heenan and McMahon taking a wiz, talking about the size of condoms. We're not gonna do that."

MONDAY IN MEMPHIS: I'm told Eric Embry may be phased out (please!) of USWA, now that Jarrett has lost the Dallas/ESPN slots. He took on Lawler in a no DQ match Monday but a 4-man tourney was held for a shot next week at Embry's Southern belt: Eddie Gilbert vs. Ta-Gar, Bill Dundee vs. Carl Stiles.

ALSO MONDAY: Jeff Jarrett/Robert Fuller vs. Judge Dread/Samu (the losing team had to split), Danny Davis put up the light heavy title vs. Dong Cha Mang, Rob Zakowski vs. Tex Sallenger, Tom Prichard/Georgia Brown vs. Tony & Kim Anthony and Doug Gilbert vs. Chris Candido.

HE TURNS: You'll love this: Embry turned himself face Friday night at the Sportatorium. Even though Global takes over Friday night, the info line at the Sportatorium Saturday was plugging the usual USWA guys for Friday night, including "Eric Embry in a grudge battle against Ta-Gar." I guess if Eric tries to run competition, he wants to be loved again.

20 FOR TV: UIW tapes another round Sunday at Steeltown Sports Bar in Baltimore. Cactus Jack goes against Morgas the Maniac in the topline. Also: Dixie Devastation vs. Cream Team, and an 8-man with Kirk Dredd/A.J. Fritzoid/Tom Brandi/Golden Phoenix vs. Axl Rotten/Steve Valentino/Max Thrasher/King Kahlua (Fritzoid hasn't turned on TV yet).

ROTTER MESS: Axl will experiment with new costuming, try some new moves and get a bit meaner with the fans in an effort to harden his current "lovable heel" image but in today's market, the crowd may cheer him even more unless he's in IWF.

NO WATTS: Joe Pedicino held informal talks termed "very cordial" with Bill Watts about being short-term commissioner for GWF but Watts indicated he's too settled and happy in a new sales effort and marriage to get back involved. But he has not ruled out coming in for a one-time guest shot.

SCOTT'S SHOT: Scott Hudson, the best new color man in the mat game in 1991, will move to play-by-play on *PRO WRESTLING '91*, which reverts to its old *GEORGIA ALL-STAR* title. Steven DeTruth (Steve Prazak) becomes his heel sidekick.

LAST NOTE: Desperados skit ran 8:14 Saturday on five WCW shows. It was funny in spots but the sketches are so long, they're already wearing thin. Wouldn't 3 minutes be enough?

MATWATCH

Page 6

Vol. 4, No. 25/June 24-30

RATINGS
RAP

WCW Shows Rally

PRIME TIME SQUEAKS WIN

Minus Vince McMahon as host, WWP PRIME TIME WRESTLING, PTW squeaked by sister show, ALL-AMERICAN WRESTLING to win the Nielsen cable ratings race for the week ending June 19.

Last week's TBS CLASH XV snapped an eight-week WWP ratings victory string but for the first time in weeks, all three TBS/WCW weekly shows posted gains. But the late Wednesday replay of CLASH was well off last year's record numbers.

PRIME TIME, with guest host Gene Okerlund guest and Virgil and Jimmy Snuka among the guests, led with a 2.7 rating and 4.5 per cent share of audience. The numbers were up 4% from June 11 and barely nosed out ALL-AM's 2.6/8.1 (down 7%).

WCW MAIN EVENT, headed by a replay of Lex Luger-Mark Callos from last year's GREAT AMERICAN BASH and a Ricky Morton/Terrence Taylor vs. Young Pistols topline, and the Saturday WORLD CHAMPIONSHIP (basically a CLASH recap), tied at 2.5 with MAIN EVENT drawing 40,000 more homes. WCW posted a hefty 56% increase over the disastrous 1.6 of June 8. WWE jumped 8% from the previous week.

POWER HOUR, which hit a season low last week, registered a 23% hike to finish at 1.6.

The CLASH rerun (a 10:35 p.m. start) posted a respectable 1.9/4.3 but was 32% down from the all-time replay mark of 2.8 last June for COASTAL CRUSH. The two CLASH showings scored a combined 5.8 (tied with February's DIXIE DYNAMITE for the worst CLASH double-play), down from the 6.9 combo last June.

CABLE

Week Ending June 19	Rating/Share	Homes	Year Ago
WWP PRIME TIME (USA 6/17)	2.7/4.5	1.53 million	3.1/5.3
WWP ALL-AMERICAN (USA 6/16)	2.6/8.1	1.47 million	2.1/7.1
WCW MAIN EVENT (TBS 6/16)	2.5/6.5	1.47 million	Not On
WCW W. CHAMPIONSHIP (TBS 6/15)	2.5/6.7	1.43 million	2.9/7.4
WCW CLASH REPLAY (TBS 6/19)	1.9/4.3	1.09 million	2.8/5.8
WCW POWER HOUR (TBS 6/15)	1.6/7.9	948,000	Not On

MANSFIELD PROFILE

(Continued from Page 2)

Lemieux told me, "It was amazing! They had cardboard cut-outs of the wrestlers by the soundstage with cards telling the four showtimes. Most of the people were tourists who had never been to a wrestling show.

"They all came in and Mansfield brought out an announcer to do a warmup. He said, 'In wrestling, we have two kinds of people. We have good guys, who you're supposed to cheer. And we have your bad guys and what are you supposed to do?' I couldn't believe it. The crowd booed. Then, they brought the faces and the heels out separately like a parade. It was one of the hottest crowds I've seen in years. For a change, they cheered and booed who they were supposed to."

More than 300 were turned away from each of the last two tapings and the production was like clockwork. The workrate was high and the scarcely-known performers (see page 5) drew wild responses. I'm told even the interviews were solid.

Realistically, like Joe Pedicino's Global, the odds are against major financial success for the IWF: in Eddie's case, he has only regional cable sports network deals and arena shows, with the exception of the WWP's merchandise sales, are largely a losing proposition.

But I would not bet against Eddie Mansfield producing some hot television and at least making an interesting gambit in the game in which six years ago his enemies' kindest references to him were as the Peck's Bad Boy of wrestling. As much as freshness is needed in the industry, I wish him well and look forward to next weekend's IWF debut.

GLOBAL A "GO"

(Continued from Page 1)

The summer ESPN shows will stage tournaments to crown the first Global TV champion, a light heavyweight champ and a Global North American champion. The TV tourney is up first with tentative first round matches: Brian Adias vs. Billy Black; Randy Rhodes vs. Stan Lane; Del Wilkes (the former Trooper) vs. Sweet Daddy Falcone; El Tiablos vs. Bill Irwin; Terry Garvin vs. Zebra Kid (Eric Fontaine); Terry Daniels vs. Makham Singh (Mike Shaw); Chris Walker vs. Doug Summers; Axl Rotten vs. Adrian Street; Jeff Gaylord vs. Rosta the Magic Man; Gary Young vs. Buddy Landell and unnamed opponents for Rip Rogers and Nick Busich. Through the tourneys, Johnson and Pedicino will do commentary for ESPN. By fall, a different play-by-play host, heel color analyst and GEORGIA ALL-STAR's Scott Hudson are expected to handle the daily cable package.

Global will tape Friday nights and Saturday mornings in Dallas with fans to be sold two-day ticket packages at a maximum of \$6 for the two shows. Pedicino is spending \$10,000 in renovating, relighting and adding a stage to the Sportatorium, which will be renamed the Globaldome.

Asked about Global and Eddie Mansfield's new IWF, WCW chief Jim Herd said: "The more, the merrier. It's a free enterprise system. Pedicino's wanted to try this and I wish him well. You need 75 per cent of the local markets to sell national advertising and that's a very suspect situation with them. Mansfield is going to find out how hard that is on regional cable. Of course, with someone like a Herb Abrams (UWP), I don't know how there's any light at the end of the tunnel. The prime example of that is what's happened to Jerry Jarrett---whom I consider one of the greatest regional promoters of all-time."

(In next week's double issue: an exclusive interview with Pedicino and my own analysis on Global's chances).

MATWATCH
16 ROBIN HOOD LANE
JACKSON TN 38305

FIRST CLASS MAIL
U.S. POSTAGE
PAID
JACKSON TN
PERMIT NO. 50

David Skolnick
221 Stowe Ave. #A-1
Troy, NY 12180
7/15/91

FIRST CLASS MAIL